

Unlimit Your Imagination

An Honors Thesis (HONR 499)

By

Laura Bayard

Thesis Advisor

Donna Gray

A handwritten signature in black ink, consisting of a large, stylized 'D' followed by a series of loops and a trailing flourish.

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Abstract

Reading plays an important role in the Honors program, in that Honors classes rely heavily on reading novels and the discussion of those novels. While the Honors College knows the importance reading has on an individual's life, many people do not know the education reading provides us. It is important to get people interested in reading at a young age so they can get this education early and continue it throughout their life. I have created an advertising campaign hypothetically sponsored by the National Endowment for the Arts, which encourages children 8-14 to read.

Acknowledgements

I would like to thank Donna Gray for advising me through my Honors thesis. I appreciate her guiding me through this important and difficult task. I could not have done it without her and am grateful for having been taught by her for the past two years.

UNLIMIT YOUR IMAGINATION

National Endowment
for the Arts



ART WORKS.
arts.gov

Laura Bayard • Honors Thesis • 2013

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AUTHOR'S STATEMENT

For my Honors thesis, I decided to create an advertising campaign promoting reading. I feel that this creatively combines what I have learned in my advertising major and my education in the Honors program. From the advertising perspective, it provided me with the challenge of promoting reading as a whole. It encompasses the Honors College because the Honors College is an advocate of reading, in that Honors classes rely heavily on reading and the discussion of that reading.

The Honors College has showed me that reading books educates us. Not only in terms of vocabulary, but in the way we think. Reading expands our point of view and provides us with an alternate way to look at and handle the situations life presents to us. It gives so much more than merely being another form of entertainment.

Reading has become an important aspect of my life. Not only in that it entertains me, but for the reasons I listed above. It has allowed me to grow intellectually. I appreciate the Honors College's advocacy reading, but I think it is important that people are exposed to this learning at a younger age. This campaign will help achieve that.

SITUATION ANALYSIS

National Endowment for the Arts (NEA)

The NEA is an independent agency of the U.S. federal government that supports and funds projects advocating artistic excellence.

STRENGTHS

The NEA has many strengths, including a large budget, an informative website, strong support from art advocates, a variety of art publications and a number of partnerships with regional, state and international organizations. The NEA is the largest provider of grants and funding to arts organizations in the U.S.

WEAKNESSES

The NEA does not specify an advertising budget and does not have a lot of public awareness. The NEA website is not consistent with its brand image and is difficult to navigate.

OPPORTUNITIES

The NEA has an opportunity to promote reading. While the NEA promotes writers and their work, it does not specifically promote the reading of writers' work.

THREATS

Being a part of the U.S. government, the NEA might suffer from a bad economy. It is also threatened by other organizations advocating the arts.

RESEARCH

DEMOGRAPHICS

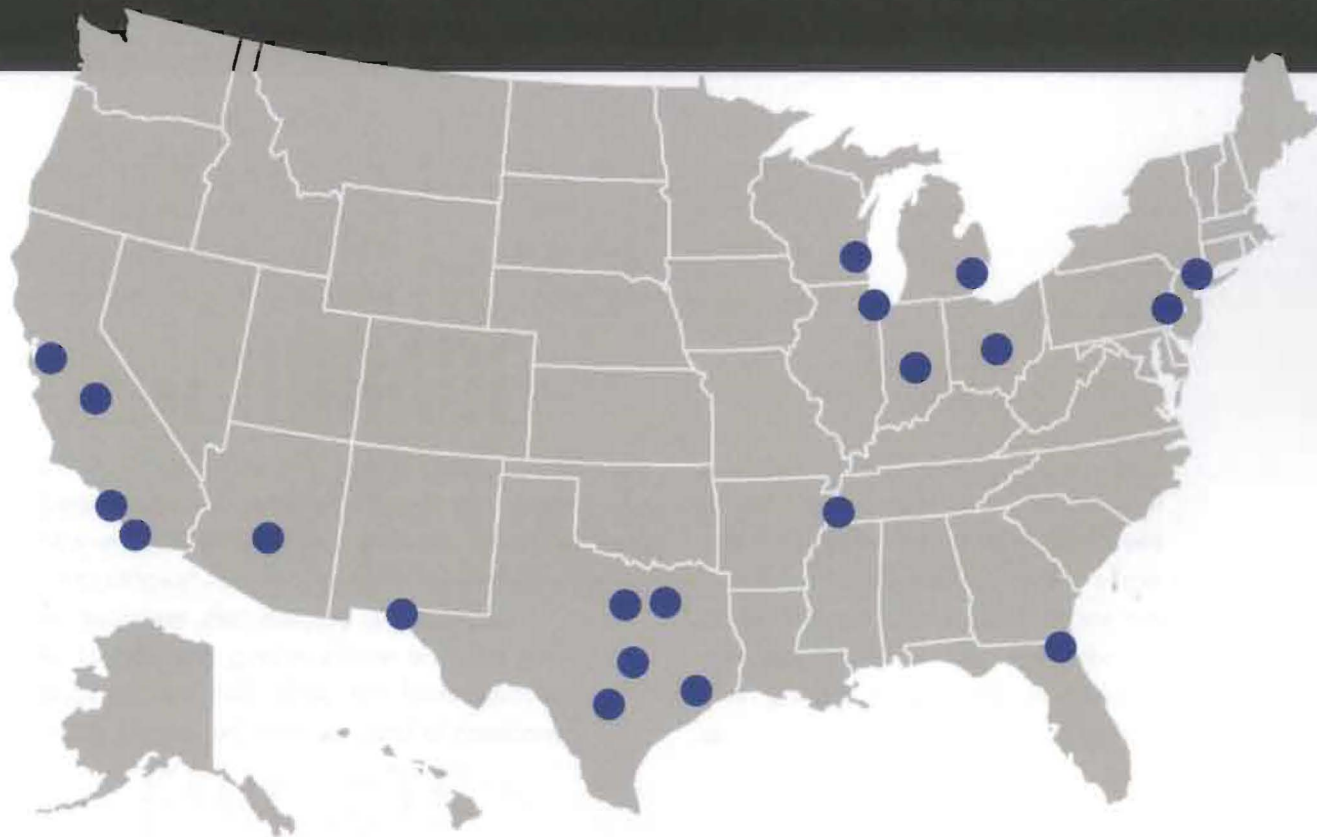
Children age 8-14 make up roughly 13% of the U.S. population. Of this 13%, about 17% are Hispanic.

PSYCHOGRAPHICS

Children 8-14 are easily influenced in some ways and influential in other ways. They are starting to discover who they are as individuals and are making decisions for themselves, but are also beginning to try new things. This is the ideal age to encourage reading because they are old enough to be influenced to give reading a try, but not so old as to be set in their mind that reading is not something that would interest them.

GEOGRAPHICS

The majority of the target is located in the Southwest, Pacific Coast, Midwest and Mid-Atlantic regions of the U.S. The Hispanic segment of the target is concentrated in the Southwest and Pacific Coast regions of the U.S.



TOP DMAS

| | | | |
|-------------|--------------|--------------|------------|
| New York | Philadelphia | San Jose | El Paso |
| Los Angeles | San Antonio | Indianapolis | Milwaukee |
| Chicago | Dallas | Jacksonville | Fort Worth |
| Houston | San Diego | Columbus | Austin |
| Phoenix | Detroit | Memphis | Fresno |

AMY

Amy is a spunky and outgoing 9-year-old from Jacksonville. She is the chatterbox of her class and can easily talk to anyone. She's the star of her soccer team and is the first one to raise her hand when the teacher asks a question. She enjoys playing with Barbie dolls and loves to play dress up.

ALI

Ali is a quiet 14-year-old Indianapolis native who just goes with the flow. She avoids being the center of attention, but tries to fit in with the popular girls at school. Her favorite class is secretly history, but she tells everyone it's study hall. She enjoys writing, but doesn't let anybody read her work. She likes to read *Seventeen* to keep up with the latest fashion.

ADRIAN

Adrian is a lively, trouble-making 11-year-old who lives in Austin. He is the star of his little league baseball team, but also plays soccer and football. He never seems to stay clean and is constantly scraping himself climbing anything he can. He enjoys watching both English and Spanish TV and playing games on the computer.



OBJECTIVES

ENCOURAGE

With this campaign, I want to encourage the target to give reading a chance. I believe giving them options of books to choose from and making the campaign interactive with websites is the most effective way of doing this.

EDUCATE

The education of the target goes hand in hand with the success of the campaign. If the target is reading, they are being educated.

**UNLIMIT YOUR
IMAGINATION**

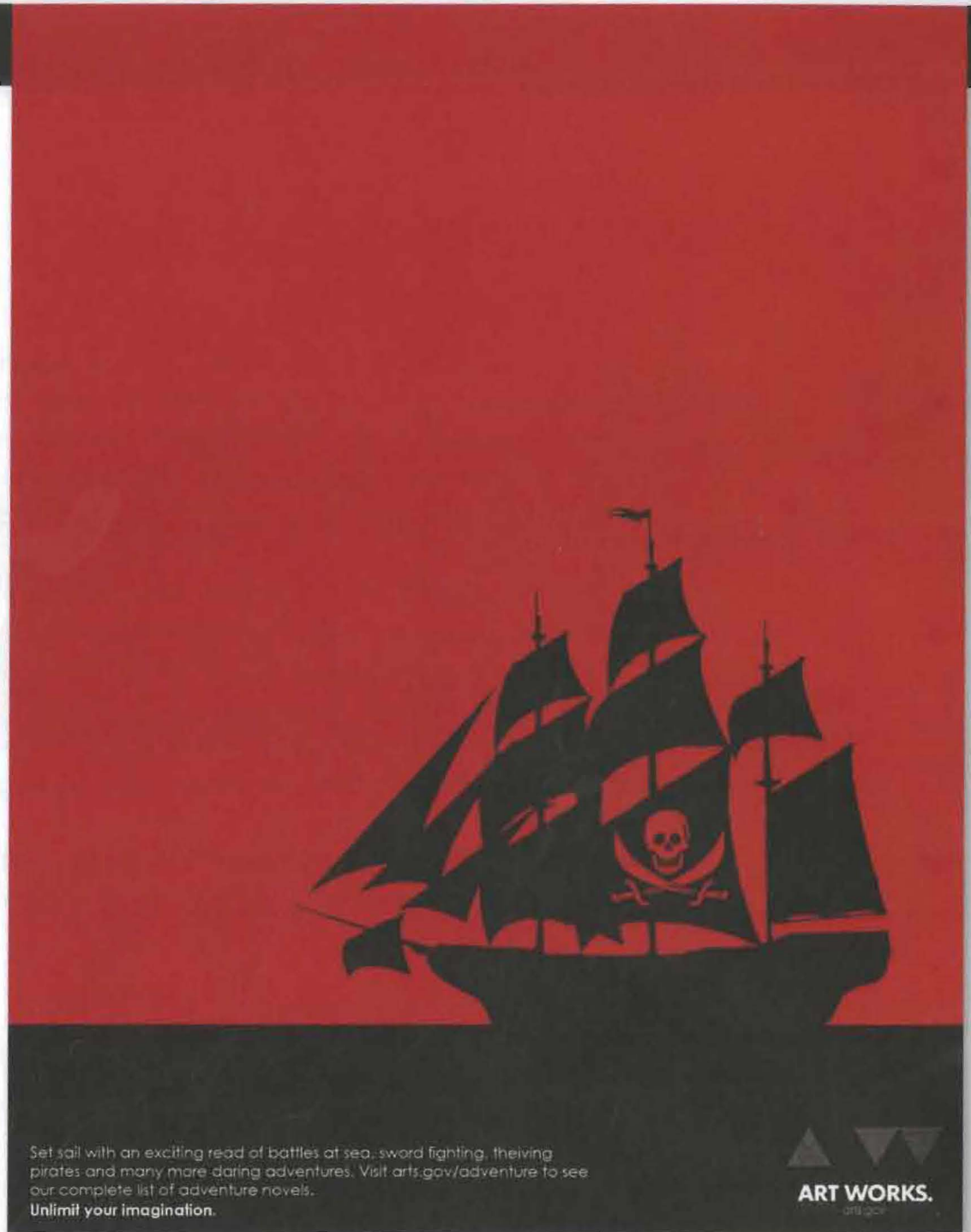
Unlimit your imagination targets children 8-14 by showing that there is a book out there for everyone and that reading has the ability to cater to each individual's wants. You are bound to find something you like, whether it is a fantasy novel about battling fire-breathing dragons or a coming of age novel dramatizing the friendships and loves of high school. This integrated campaign aims to get children interested and excited about reading.

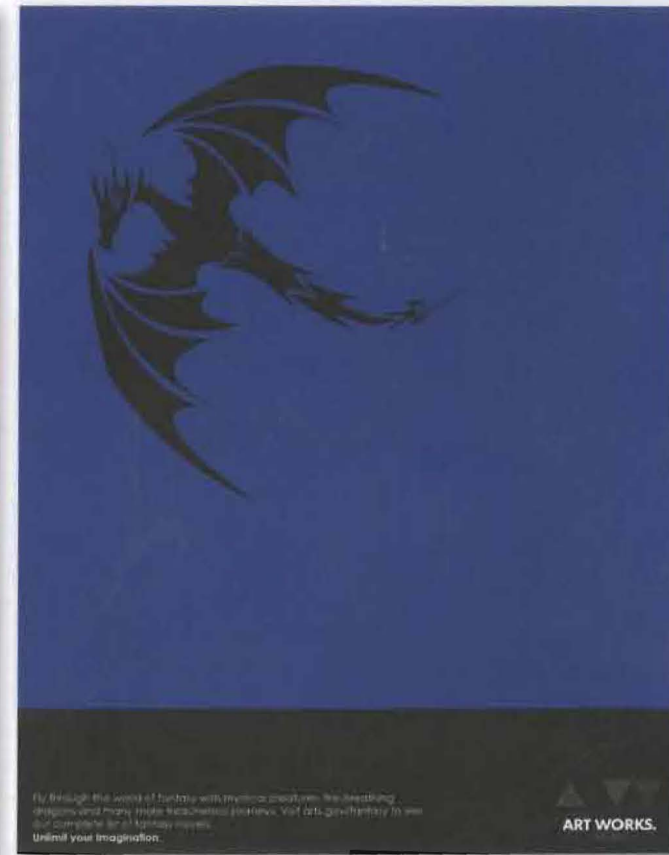
Unlimit your imagination will feature print, online, television and outdoor advertising as well as promotion through partnerships with libraries and bookstores in the top DMAs. The creative executions feature bright, eye-catching colors beneath bold, minimalistic designs. These minimalistic designs each represent a genre of children's or young adult novels. The copy of each execution will lead the target to a website, where there will be a list of books in that genre suited to age groups within the target.

I want the target to know that there is at least one book out there that they will be interested in and can relate to. That they can learn from. Get lost in.

PRINT RATIONALE

While children today are technology driven, the older end of the target is reading magazines. Research showed that they will choose to read a magazine, even when they could easily find the information online. Print advertisements will be placed in magazines the target reads, including *Seventeen* and *Teen Vogue*. Spanish translations of the advertisements will be placed in in-language magazines, including *Seventeen* in Spanish.





TELEVISION



Clouds appear as voice over says, "Fly through a fantasy world"



A unicorn gallops across the screen as the voice over continues, "Where mystical, magical creatures exist"



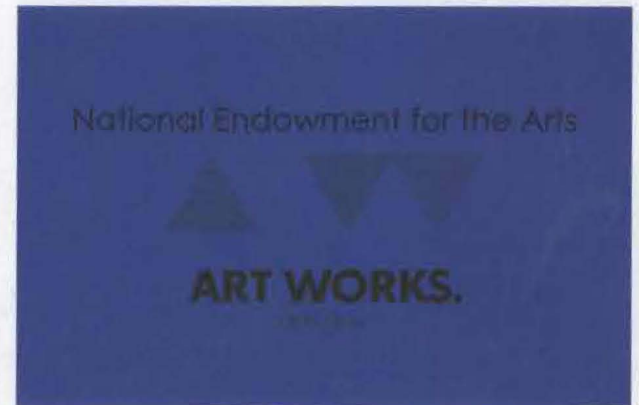
A dragon flies across the screen as the voice over continues, "And where fire-breathing dragons"



The dragon breathes flames as the voice over continues, "Are waiting in the most terrifying places."



Text appears as the voice over says, "Unlimit your imagination. Visit arts.gov/fantasy to discover a list of fantasy novels just waiting for you."



National Endowment for the Arts logo appears as the voice over says, "Sponsored by the National Endowment for the Arts."

TELEVISION RATIONALE

11

Research showed that nearly 70% of children have a television in their bedroom and that they will spend an average of three hours a day watching television. These :15 commercials will be placed on channels the target watches most, including Nickelodeon, Cartoon Network and ABC Family.

ONLINE

seventeen

quizzes, games & fun fashion beauty celebrities love life health college life prom & parties

Go Green and Look Amazing!
Beauty Blowout Sweepstakes
Enter to WIN \$10,000

NEW STUFF
College Rejection: How to Deal
Obama's Strong Stand for Girls
COTW: Two Amazing Boston Teens!
Rebound From A College Rejection!

CONNECT WITH SEVENTEEN
f t p g+ t e

Today's Video
The Hot Guy Panel's Fave Dates!
More Videos >

DAILY TRAUMARAMA!
A Cheesy Mess!
I was at my high school's last home basketball game and the gym was packed! I

QUIZZES
Who's Your One Direction Love Match?
Which TV Class Could You Ace?
What Makes You Pretty Amazing?
Could You Date Justin Bieber?
More Quizzes >

SEVENTEEN SALON
Give yourself an instant makeover with these

Check out The Ultimate Latina Beauty Guide!
Get hair tips, makeup beauty and more

WIN A SHOPPING SPREE >>

nick GAMES VIDEOS MUSIC MOVIES CLUB STARS

LOG IN | JOIN THE CLUB

Take a Road Trip to the Color-by Reef!
GET THE BOOK @ FROSTLOOPS.COM

FART
PATRICK'S TOP BRAIN FARTS
Check out some of the best Brain Fart moments from our favorite starfish! Watch now >

THE LATEST
April 23 Play Monkey Quest!
April 23 Celebrate Earth Day with this Marvin Marvin quiz!
April 23 Why This Funny Face, Noah?
April 23 Excited for BT's Tour? Take a look at past moments!

NOW ON TV 4:30PM | SpongeBob SquarePants **TV SCHEDULE >**

GAMES 1000+ FREE ONLINE GAMES >
Monsters Vs Aliens: Gnomzilla's Sleaz Rider
Help Gnomzilla's sleaz and grow to defeat monsters and evil! Available on Play now!
PLAY >

VIDEOS 2000+ FREE ONLINE VIDEOS >
Logan Walks the Line
How Many, how many ball back? 2000 feet in the air!
WATCH >

NOW BEING PLAYED
Super Smash Bros. Brawl
Power Rangers Megaforce: Never Surrender
Monkey Quest
SpongeBob's Next Big Adventure

NOW BEING WATCHED
Not So Ninja Turtles
Plankton's Diary: Karen
Chocolate or Vanilla?
Penguins of Madagascar: "No Thanks, I'm Stuffed"

ART WORKS
Set sail with an adventure.
Last Chance!
Win a PS3! Enter now!
Play now.

ONLINE RATIONALE

Children today are growing up with easy access to computers and the internet. Research showed that children 8-17 will spend an average of six hours a day on the computer. Online advertisements will be placed on websites the target visits most frequently. Spanish translations of the advertisements will be placed on the websites the Hispanic target visits most frequently.

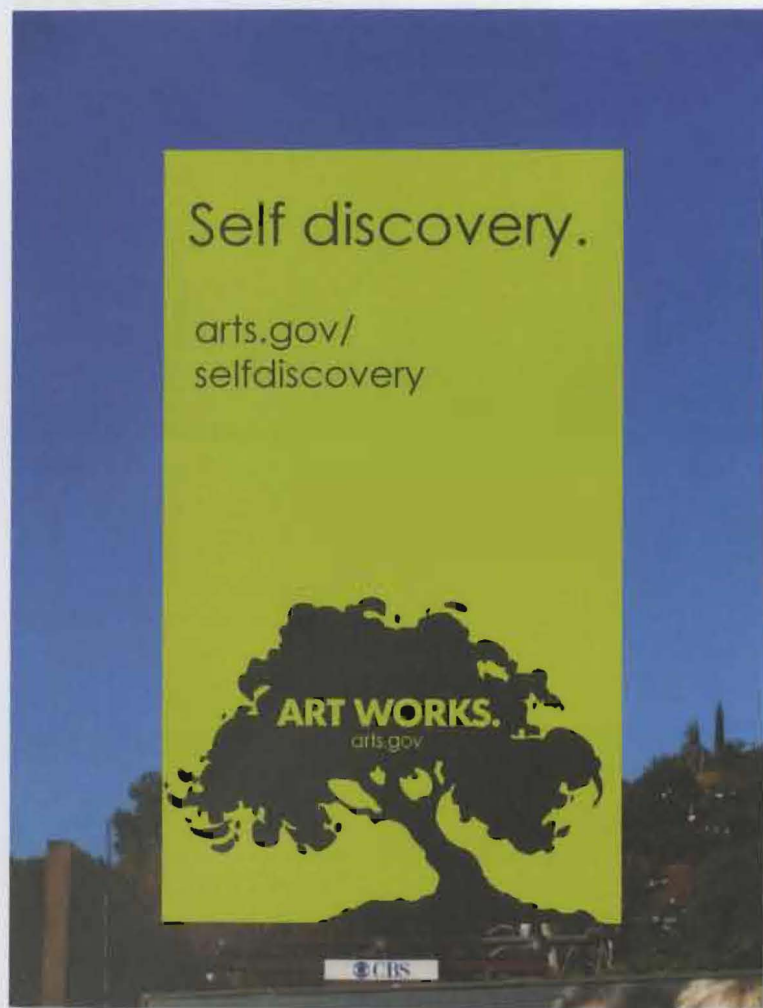
BUS STOPS

OUT OF HOME RATIONALE

Since the target is concentrated in urban areas, advertisements will be placed in areas the target frequents and hangs around. The bright colors and attention-grabbing graphics of the advertisements will be hard to miss.



BILLBOARDS



MALL SIGNS



IBP-PARTNERSHIPS

LIBRARIES

STRATEGY

The NEA will partner with libraries in the top DMAs.

TACTICS

The NEA will collaborate with the libraries to encourage reading among the target. The NEA will provide the libraries with bookmarks to pass out to children who rent books from the library. The bookmarks will be a translation of the print executions and the websites. They will feature the bright colors and attention-grabbing images as well as the list of books of the corresponding genre from the website.

RATIONALE

These partnerships will allow the NEA to reach out to both those of the target already reading and those not yet reading, but frequent libraries with friends or family. Those not yet reading will see the bookmarks in the libraries and those already reading will be able to pass the bookmarks along to others.



BOOK STORES

STRATEGY

The NEA will partner with book stores in the top DMAs, including Barnes & Noble, Borders and Books-a-Million.

TACTICS

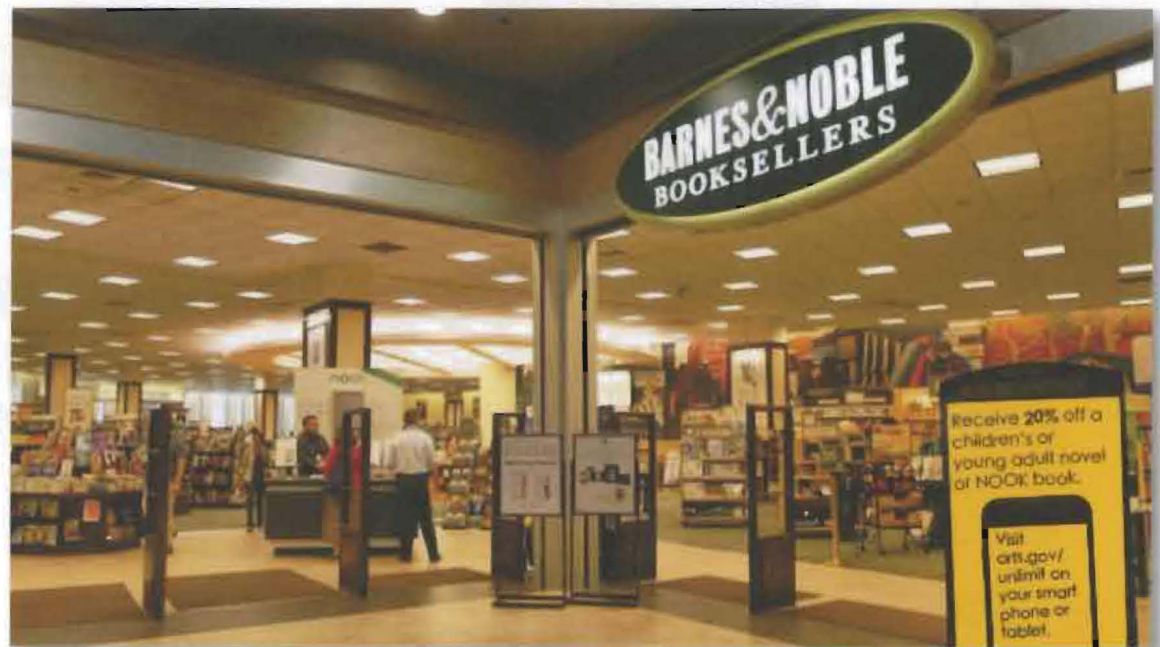
The NEA will collaborate with the book stores to encourage the purchasing of children's and young adult novels and ebooks through a discount offer. The offer will appear at the bottom of the websites listed in the print executions as well as at the campaign website, arts.gov/unlimit. The customer will be able to print the offer from one of the websites or will be able to show the offer on a smart phone. There will also be signs in the book stores encouraging the target or their parents to visit the site on their smart phone.

RATIONALE

These partnerships will give the NEA a chance to reach out to the parents of the target. Parents that frequent the book stores will see the in-store signs and purchase a book for their child, encouraging them to read.

BORDERS®

BAM!
BOOKS-A-MILLION



MEDIA

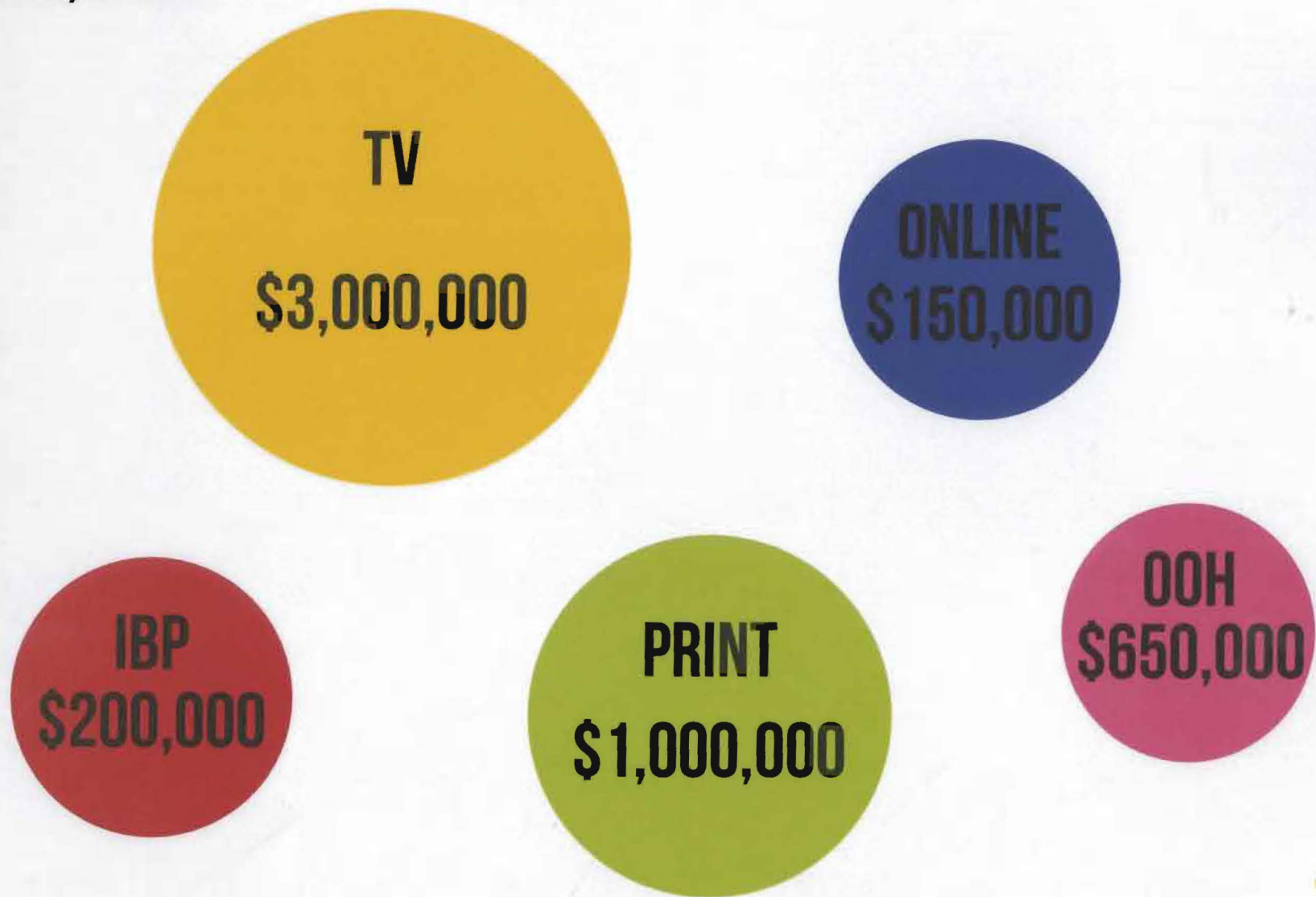


| | JAN | FEB | MAR | APR | MAY | JUNE | JULY | AUG | SEPT | OCT | NOV | DEC |
|--------|-----|-----|-----|-----|-----|------|------|-----|------|-----|-----|-----|
| PRINT | | | | | | | | | | | | |
| TV | | | | | | | | | | | | |
| ONLINE | | | | | | | | | | | | |
| OOH | | | | | | | | | | | | |
| IBP | | | | | | | | | | | | |



BUDGET

\$5,000,000



RECOMMENDATIONS & EVALUATIONS

WEB

The ability to measure the effectiveness of the advertising through post-click is extremely valuable. By analyzing post-click activity, the NEA can gain insight to which genre websites the target is visiting most often and will be able to adjust its future advertising accordingly.

PRE AND POST TEST

One month before the start of the campaign, the NEA will, through its partnerships with libraries and book stores in the top DMAs, look at the sales and check-outs of the books listed on the campaign websites. The same analysis will be done after the campaign to evaluate its effectiveness and determine opportunities for future advertising.

To continue being a successful organization, I suggest the NEA:

- Redesign its website to match its professional brand image and to make it easier to navigate
- Continue funding and promoting individual and organizational advocates of the arts
- Continue its established partnerships with various arts organizations across the U.S.
- Increase promotion to the public about the importance and contributions of the arts

